

Houston Drill Down Report: Super Neighborhood Analysis																
Market Indicators	Near Northside (51)	Kashmere Area (52)	Greater Fifth Ward (55)	Denver Hbr/ Port Houston (56)	Second Ward (63)	Eastwood Lawndale (64)	Magnolia Park (82)	Lawndale /Wayside (88)	Gulfgate/ Pine Valley (69)	Pecan Park (70)	Golfcrest/ Reveille (73)	Park Place (74)	Third Ward (67)	MacGregor (83)	OST/ South Union (68)	South Park (72)
	Northside	Greater Fifth Ward	Greater East Side						Gulfgate Area				Third Ward Area			
Population																
Population, Drill Down	33,678	17,393	28,009	25,477	21,002	18,166	29,313	15,483	12,478	19,292	30,367	9,153	22,811	18,805	25,396	27,058
Population, 2000 Census	26,512	11,464	19,832	19,947	15,023	13,975	22,512	12,922	12,905	19,237	26,054	9,902	17,043	11,809	18,896	23,229
Population, 1990 Census	25,818	12,251	20,691	18,188	14,635	13,169	21,712	13,714	10,223	17,567	22,702	7,793	17,818	11,597	18,966	23,897
Population, 2001 Claritas	25,887	11,425	20,444	20,070	15,056	14,036	22,575	12,868	13,110	19,362	26,306	9,947	17,319	12,027	19,155	23,210
Land Area (square miles) ¹	3.81	3.96	4.53	6.73	3.12	2.31	2.57	2.72	2.79	1.66	5.10	1.85	3.37	2.92	4.22	4.86
2000 Census Land Area (square miles)	4.12	3.96	4.22	6.91	3.19	2.31	2.69	2.72	2.80	1.66	5.10	1.94	3.24	2.67	4.18	4.86
Land Area (acres) ¹	2,441	2,537	2,898	4,307	1,997	1,476	1,644	1,740	1,788	1,065	3,263	1,181	2,156	1,869	2,700	3,110
2000 Census Land Area (acres)	2,638	2,537	2,702	4,420	2,042	1,477	1,719	1,740	1,789	1,064	3,263	1,240	2,076	1,711	2,676	3,109
Population per Acre, Drill Down	13.80	6.86	9.67	5.92	10.52	12.30	17.84	8.90	6.98	18.12	9.31	7.75	10.58	10.06	9.41	8.70
Population per Acre, 2000 Census	10.05	4.52	7.34	4.51	7.36	9.46	13.10	7.43	7.21	18.07	7.98	7.99	8.21	6.90	7.06	7.47
Population per Acre, 1990 Census	10.58	4.83	7.14	4.22	7.33	8.92	13.21	7.88	5.72	16.50	6.96	6.60	8.27	6.20	7.03	7.68
Population per Acre, 2001 Claritas	10.61	4.50	7.05	4.66	7.54	9.51	13.74	7.39	7.33	18.18	8.06	8.42	8.03	6.43	7.10	7.46
¹ Geographic areas are defined here by 1990 Census blockgroups and may differ slightly from the 2000 Census geographic area, as defined by 2000 Census blockgroups.																

Households																
Households, Drill Down	9,989	5,799	10,005	6,912	5,899	5,865	7,930	4,660	3,852	5,542	9,144	3,192	7,998	6,548	8,368	8,172
Households, 2000 Census	7,906	4,193	6,729	5,086	4,059	4,360	6,172	3,781	3,415	5,088	7,581	2,958	6,037	4,871	6,824	7,292
Households, 1990 Census	7,608	4,257	7,106	4,728	3,809	4,151	5,768	4,012	3,032	5,035	7,166	2,668	6,053	4,456	6,511	7,183
Households, 2001 Claritas	7,604	3,960	7,104	5,264	3,925	4,419	5,951	3,799	3,846	5,390	8,324	3,393	6,216	4,588	6,717	6,742
Households per Acre, Drill Down	4.09	2.29	3.45	1.60	2.95	3.97	4.83	2.68	2.15	5.20	2.80	2.70	3.71	3.50	3.10	2.63
Households per Acre, 2000 Census	3.00	1.65	2.49	1.15	1.99	2.95	3.59	2.17	1.91	4.78	2.32	2.39	2.91	2.85	2.55	2.35
Households per Acre, 1990 Census	3.12	1.68	2.45	1.10	1.91	2.81	3.51	2.31	1.70	4.73	2.20	2.26	2.81	2.38	2.41	2.31
Households per Acre, 2001 Claritas	3.12	1.56	2.45	1.22	1.97	2.99	3.62	2.18	2.15	5.06	2.55	2.87	2.88	2.45	2.49	2.17
Average Household Size, Drill Down	3.34	2.99	2.78	3.58	3.41	3.09	3.68	3.26	3.20	3.47	3.29	2.86	2.49	2.80	2.99	3.31
Average Household Size, 2000 Census	3.31	2.72	2.92	3.78	3.48	3.19	3.63	3.34	3.73	3.77	3.40	3.34	2.35	2.32	2.72	3.18
Average Household Size, 1990 Census	3.35	2.85	2.91	3.85	3.73	3.17	3.76	3.37	3.37	3.47	3.11	2.92	2.45	2.50	2.91	3.32
Average Household Size, 2001 Claritas	3.36	2.86	2.88	3.81	3.74	3.18	3.79	3.33	3.41	3.57	3.11	2.93	2.30	2.49	2.85	3.43

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Income Summary																
Avg Household Income, Drill Down	\$23,928	\$19,735	\$16,591	\$21,795	\$18,792	\$23,924	\$18,571	\$27,428	\$26,922	\$22,670	\$33,456	\$32,369	\$22,295	\$49,918	\$45,605	\$25,190
Adjusted Avg Income, Drill Down	\$28,474	\$21,906	\$18,416	\$25,936	\$22,362	\$28,470	\$22,099	\$32,639	\$32,037	\$26,977	\$39,813	\$38,519	\$24,747	\$55,409	\$50,622	\$27,961
Avg Household Income, 1990 Census	\$21,668	\$18,892	\$14,178	\$22,126	\$19,152	\$21,936	\$20,744	\$26,649	\$24,854	\$22,350	\$26,968	\$22,791	\$16,123	\$27,545	\$19,649	\$23,700
Avg Household Income, 2001 Claritas	\$39,847	\$31,410	\$23,726	\$50,082	\$38,219	\$37,200	\$39,696	\$46,064	\$40,215	\$42,508	\$45,751	\$31,848	\$23,082	\$46,972	\$33,129	\$44,336
Traditional Aggregate Income, Drill Down	239,016,792	114,443,265	165,992,955	150,647,040	110,854,008	140,314,260	147,268,030	127,814,480	103,703,544	125,637,140	305,921,664	103,321,848	178,315,410	326,863,064	381,622,640	205,852,680
Cash Economy Overlay	45,413,190	12,588,759	18,259,225	28,622,938	21,062,262	26,659,709	27,980,926	24,284,751	19,703,673	23,871,057	58,125,116	19,631,151	19,614,695	35,954,937	41,978,490	22,643,795
Aggregate HH Income, Drill Down	284,429,982	127,032,024	184,252,180	179,269,978	131,916,270	166,973,969	175,248,956	152,099,231	123,407,217	149,508,197	364,046,780	122,952,999	197,930,105	362,818,001	423,601,130	228,496,475
Aggregate HH Income, 1990 Census	164,846,646	80,424,133	100,748,441	104,610,828	72,951,566	91,057,053	119,652,149	106,915,031	75,358,568	112,534,296	193,249,120	60,805,495	97,592,981	122,741,713	127,935,529	170,233,753
Aggregate HH Income, 2001 Claritas	302,996,588	124,383,600	168,549,504	263,631,648	150,009,575	164,386,800	236,230,896	174,997,156	154,666,890	229,118,120	380,831,324	108,060,264	143,477,712	215,507,536	222,527,493	298,913,312
Agg. Income per Acre, Drill Down	\$116,524	\$50,073	\$63,581	\$41,627	\$66,064	\$113,089	\$106,630	\$87,405	\$69,014	\$140,389	\$111,578	\$104,070	\$91,825	\$194,078	\$156,917	\$73,462
Agg. Income per Acre, 1990 Census	\$67,534	\$31,701	\$34,766	\$24,291	\$36,534	\$61,672	\$72,802	\$61,440	\$42,143	\$105,670	\$59,229	\$51,467	\$45,276	\$65,657	\$47,392	\$54,731
Agg. Income per Acre, 2001 Claritas	\$124,130	\$49,029	\$58,162	\$61,216	\$75,125	\$111,337	\$143,735	\$100,564	\$86,495	\$215,142	\$116,722	\$91,465	\$66,563	\$115,279	\$82,432	\$96,101
Financial																
HHs, No Doc. Banking Relationship	4,387	2,298	5,216	2,816	2,787	2,489	3,366	1,970	1,696	2,575	3,200	1,562	3,532	1,932	3,096	2,489
HHs, No Doc. Banking Relationship	43.9%	39.6%	52.1%	40.7%	47.2%	42.4%	42.4%	42.3%	44.0%	46.5%	35.0%	48.9%	44.2%	29.5%	37.0%	30.5%
Residential Housing																
Total Number of Buildings, Drill Down	6,755	3,572	5,603	5,134	3,102	3,281	5,165	2,521	2,225	3,061	6,403	1,744	4,128	3,156	5,916	7,879
Occupied Buildings, Drill Down	6,712	3,550	5,528	5,082	3,079	3,270	5,135	2,514	2,218	3,058	6,364	1,734	4,074	3,146	5,878	7,850
Owner Occupied Buildings, Drill Down	58.0%	56.4%	41.8%	60.6%	44.2%	52.1%	54.8%	71.6%	68.2%	68.8%	71.3%	65.3%	41.2%	67.4%	64.3%	70.6%
Owner Occupied Buildings, Drill Down	3,895	2,001	2,311	3,078	1,361	1,705	2,816	1,801	1,513	2,104	4,540	1,133	1,679	2,121	3,782	5,541
Vacant Buildings/Lots, Drill Down	628	522	1,734	467	462	359	486	87	112	81	324	91	1,335	230	625	413
Housing Units																
Total Housing Units, Drill Down	10,216	5,913	10,270	7,003	5,985	5,920	7,984	4,787	3,956	5,698	9,346	3,289	8,150	6,717	8,523	8,209
Total Housing Units, 2000 Census	8,616	4,789	7,772	5,493	4,409	4,899	6,773	4,107	3,574	5,363	8,011	3,212	7,174	5,599	7,582	7,780
Total Housing Units, 1990 Census	8,824	5,296	9,840	5,609	4,572	5,127	6,707	4,698	3,543	5,479	8,261	3,668	8,739	6,103	8,199	8,020
Vacant Housing Units, Drill Down	227	114	265	91	86	55	54	127	104	156	202	97	152	169	155	37
Vacant Housing Units, Drill Down	2.2%	1.9%	2.6%	1.3%	1.4%	0.9%	0.7%	2.7%	2.6%	2.7%	2.2%	2.9%	1.9%	2.5%	1.8%	0.5%
Vacant Housing Units, 2000 Census	671	596	1,043	407	350	539	601	326	159	275	430	254	1,137	728	758	488
Vacant Housing Units, 2000 Census	7.8%	12.4%	13.4%	7.4%	7.9%	11.0%	8.9%	7.9%	4.4%	5.1%	5.4%	7.9%	15.8%	13.0%	10.0%	6.3%
Vacant Housing Units, 1990 Census	1,212	967	2,655	780	764	899	938	666	561	511	1,101	985	2,536	1,723	1,560	1,063
Vacant Housing Units, 1990 Census	13.7%	18.3%	27.0%	13.9%	16.7%	17.5%	14.0%	14.2%	15.8%	9.3%	13.3%	26.9%	29.0%	28.2%	19.0%	13.3%
Occupied Housing Units, Drill Down	9,989	5,799	10,005	6,912	5,899	5,865	7,930	4,660	3,852	5,542	9,144	3,192	7,998	6,548	8,368	8,172
Owner Occupied Units, Drill Down	39.0%	34.5%	23.1%	44.5%	23.1%	29.1%	35.5%	38.6%	39.3%	38.0%	49.7%	35.5%	21.0%	32.4%	45.2%	67.8%
Owner Occupied Units, Drill Down	3,895	2,001	2,311	3,078	1,361	1,705	2,816	1,801	1,513	2,104	4,540	1,133	1,679	2,121	3,782	5,541
Owner Occupied Units, 2000 Census	48.4%	45.8%	32.8%	59.3%	36.1%	39.8%	44.3%	46.3%	51.2%	41.7%	59.7%	37.4%	26.4%	45.8%	52.6%	74.2%
Owner Occupied Units, 2000 Census	3,848	1,921	2,206	3,018	1,467	1,737	2,736	1,752	1,748	2,123	4,523	1,105	1,591	2,230	3,592	5,408
Owner Occupied Units, 1990 Census	50.2%	47.0%	34.4%	59.0%	36.0%	38.1%	46.9%	41.1%	50.6%	40.3%	60.1%	34.0%	29.0%	49.4%	57.4%	76.6%
Owner Occupied Units, 1990 Census	3,818	2,036	2,469	2,849	1,372	1,611	2,703	1,656	1,509	2,001	4,300	912	1,799	2,163	3,814	5,327